

Station WOOD-TV GRAND RAPIDS, MI.

Advertiser () .HOEKSTRA FOR SENATE

Product HOEKSTRA FOR SENATE

Estimate#

Buyer ALICIA COLLINS

Phone#

Fax#

Agency () BRABENDER COX

1218 GRANDVEIW AVE, 1ST FLOOR

PTTSBURGH, PA 15211

Agency C/P1/P2/E

Flight Dates 08/03/2012 - 08/07/2012

Hiatus Weeks

Rep Firm

Sales Office () PHILADELPHIA

Salesperson () IAN AMBRON

Salesperson Phone# 215-567-6005

Salesperson FAX# 215-525-9757

--- CONTRACT COMMENT ---

PETE HOEKSTRA FOR US SENATE ADD TO SKED * SC=*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	M	6A-7A	6A NEWS	:30	\$375.00	08/06-08/06	1	1	1	\$375.00	
	2	TU	6A-7A	6A NEWS	:30	\$375.00	08/07-08/07	2	1	2	\$750.00	
	3	M	7A-9A	TODAY SHOW	:30	\$750.00	08/06-08/06	2	1	2	\$1,500.00	
	4	TU	7A-9A	TODAY SHOW	:30	\$750.00	08/07-08/07	1	1	1	\$750.00	
	5	M-TU	9A-10A	TODAY SHOW 2	:30	\$400.00	08/06-08/07	2	1	2	\$800.00	
	6	M	10A-5P	OLYMPIC DAYTIME COVERAGE	:30	\$250.00	08/06-08/06	2	1	2	\$500.00	
	7	M	5P-530P	5P NEWS	:30	\$575.00	08/06-08/06	1	1	1	\$575.00	
	8	M	8P-12A	OLYMPIC PRIME	:30	\$2,250.00	08/06-08/06	2	1	2	\$4,500.00	
	9	M	12A-1235A	LATE NEWS	:30	\$1,000.00	08/06-08/06	1	1	1	\$1,000.00	

---REPORT TOTALS---

Report Totals: 14 / \$10,750.00

---SALES MONTHLY TOTALS---

Aug 12: 14 / \$10,750.00

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Sales Totals: 14 / \$10,750.00
Station Totals: 14 / \$10,750.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$10,750	CATV	0%	WOOD	100%	WOTV	0%	WWMT	0%	WXMI	0%
		WXSP	0%	WZPX	0%	WZZM	0%				

---COMPETITIVE COMMENTS---

OLYMPIC ADD TO SKED

Books null
Demos RA35+

---Agency Comment---
AGY ADDRESS CHANGE (PER PHILLY OFFICE AB)

--- CREDIT RISK ---

CASH IN ADVANCE